

PARLIAMENT OPENS WITH FIGHT AHEAD ON INSURANCE BILL

Lloyd-George's Measure Meets
Much Opposition—Look for
Home Rule Bill.

LONDON, Oct. 24.—Parliament assembled today for the autumn session. The principal business will be consideration of the Lloyd George workingmen's insurance bill. It is the most radical measure ever before the British legislature. Provision is made for compulsory insurance for certain classes of workingmen—workingmen, employers and the state contributing proportionately. The intention is to make it wholly compulsory ultimately and to apply to all classes of workingmen.

When Chancellor of the Exchequer Lloyd George introduced the bill he invited criticism. He is getting plenty. Many workingmen say they are expected to pay too much toward the insurance. Some think the employers and the state should bear the entire burden.

The vested interests say the employers are too heavily assessed. A third group believes the state should be exempt. Nevertheless, in some form, the bill will probably go through.

The Irish legislators inquired eagerly, as soon as the Commons had convened, when to expect the introduction of a Home Rule Bill. Representatives of the administration intimated that it may make its appearance this fall, but that nothing likely to be done with it before February.

Opening of the session was accompanied by an odd Cabinet change. Winston Churchill and Reginald McKenna have exchanged posts. Churchill becomes Secretary of the Navy; McKenna Secretary of State for Home Affairs.

Inasmuch as Churchill is politically much stronger than McKenna, it seems queer that he should take an office which ranks below his old one and pays less money.

The general impression is that the Liberal party leaders, who think McKenna has been spending too much on the navy but have not been able to stop him, have given him the job to Churchill to effect drastic economies. If he succeeds in relieving England of any part of the financial burden of its armaments he will make a big name for himself.

Minister of Education Walter Russell was also made Secretary of Agriculture, succeeding Earl Carrington, who retired to a sinecure, and Joseph Albert Pease is appointed Minister of Education.

Girl Lion Tamer Dies of Hurt.

JACKSON, Miss. Oct. 24.—Martha Russell, a twelve-year-old animal trainer, who was attacked by a lion during a circus performance at Utica, N.Y., Saturday, is dead of her injuries. The body will be taken to her home in Pennsylvania for burial.

Fashion Color Scheme Follows Science and Shuts Out the Blondes

It Indicates Scientists
Were Right in Saying
That Soon There Will
Be No Light-Haired
Women, Assert Those
Who Should Know.

New York Women, to Be
in Style Now, Must
Have the Innocent Madonna
Look, With
Chestnut Brown Hair
Tinged With Gold.

By Ethel Lloyd Patterson.

There are to be no more blondes. Fashion has decreed it. Science has forecasted it.

From Washington comes a despatch which tells us all the fall styles now exhibited in the capital Style Show are for brunettes.

The committee, of which Mrs. Barney-Henrich is chairman, has chosen dark haired models exclusively on which to show the costumes.

From Paris it is announced an eminent French physician has advanced the theory that three generations hence we shall have no more blondes.

The eminent physician bases his judgment upon the Darwinian theory of the survival of the fittest. The dark type is supposed to be the stronger.

Somehow, even though the hypothesis of the French physician be correct, we cannot believe in his reason for it. We never saw a blond person yet who did not seem perfectly well able to take care of herself.

If you do not believe it, ask any dark haired woman whose husband's business demands the services of a stenographer what she thinks of "the survival of the fittest" idea. Of course, we do not wish to be unjust either.

It is unquestionably true blondes have their good points as well as anybody else; for example, one can at least see where they are going in the dark.

For the fashion part of all this I went to the very smartest beauty parlor on Fifth avenue. A lovely lady, who seemed to have a complete assortment of the hair stock artfully disposed about her head, appeared me; decided I was innocent so far as switches, puffs, curls, braids, rats or transformations were concerned, and passed me down a

Fashion, in Line With Science, Says Blondes Must Go

The color of hair considered the "smartest" this fall is chestnut brown—quite dark under a hat, but with a touch of gold in the sunshine.

A woman with natural blond hair never wishes to have it artificially darkened.

The craze for red hair has disappeared.

The smart New York woman this fall must look very innocent and girlish.

Washington society has given these decrees official sanction. They follow the scientific declaration of a Paris aviator that blondes are disappearing in the course of evolution, and that three generations hence the blond type would be practically extinct.

thickly carpeted stairs to a gentleman with glistening finger nails, a pompadour and an atmosphere of gardenias heavy enough to preclude the necessity of winter fashions.

"Are blondes really disappearing?" I asked him.

"Well, madam, it is this way," he admitted. "Of what class of women does madam ask? Of course, there is a class—"

"Ah, well, madam, does not desire to speak of that and our clientage is not of that order. Among you, understand, the very finest women, perhaps one-quarter have the blond hair."

It might be I should not say so many. And of these, madam, Helas—but about one-quarter of these have enough hair to make the fashionable culture unaided."

"What color hair is considered smartest this fall?" I queried.

"It is the chestnut brown hair which the woman a la mode will wear this winter," answered my informant. "The hair which is quite dark beneath the hat, but which in the touch of gold in the sunshine. That is the shade of hair now to be desired."

"Would madam care to have her hair made so?" No. "It can be done to hair as dark even as madam's quite simply. We have very many dark-haired ladies who come to us for their hair to be made lighter. It is of a strangeness that the golden-haired woman never desires to be made darker."

"In all my years, and madam will believe I have been in the very smart houses in Paris, London and New York in all my years I have never seen the light-haired woman who desired to be dark."

"The what you call craze for red hair—that is quite gone, madam. The red hair makes the lady look

wicked. Interesting, you understand, but unbecomingly so. Beauty of the devil. It is the Madonna type now. The little white face, with its big eyes and chestnut hair very simply arranged. Madam will understand the smart New York woman must look very innocent and girlish. The brown color helps. No longer the interestingly wicked; it is now the angel."

Which all goes to prove that the more a person is anything the less they like to look like it.

"But here, in this establishment," I suggested, "you must see many things. Is it your opinion that the dark-haired woman or the blonde has the stronger character? Which seems to have the quicker temper?"

"Ah, madam," said the beauty parlor gentleman, and contemplated his nails. "How may one answer your question? The ladies who come here, you understand, are of sundry very odd kinds. It is impossible that they should have the temper. More particularly the blond ladies who come here are charming. How could they be of a disagreeable nature? They have much money."

And there is food for thought in that. Who ever heard of a light-haired woman being poor for long? Blond women seem to have a knack of mining the gold in their hair. To be sure they may play "Nellie, the Beautiful Clock Model," or "Bertha, the Sewing Room Girl," for a brief season, but their "Princess Charming" always shows up sooner or later. A delectable Prince Charming with a limousine and pockets full of diamonds waiting.

Who ever heard of a financially embarrassed blonde? The phrase itself is a paradox. And why should Fate clear the road for a golden head as a traffic policeman clears it for a fire engine?

Possibly it is all because blondes are really rare. The demand exceeds the supply. If this be true, the interest all men take in blond women is normally explained. It becomes a quite human impulse founded on economic principles.

But unfortunately the average man admits a predilection for a golden head much as he would admit a vice. He speaks of it quite frankly to other men, boasts of it to his girl acquaintances while he is still young and denies it hotly to all the women he knows when he grows older.

Personally, I have met only one man who believes the better part of discretion. He alone frankly declares his ideal is a blond woman dressed in a red gown, cut exceedingly low and of clinging material, surmounted by a huge black hat with a lot of feathers on it, and wearing on her feet high heeled slippers with tremendous buckles. I am convinced such a combination would be irresistible to any man alive, and that St. Anthony would turn over in his grave if it came near him.

THE COWARD SHOE

For Men whose feet are small at the instep

A new Coward Last which is a further improvement on the Coward Combination Shoe. The waist is narrowed snugly to the instep, and rounded close in, under the arch of the foot, which the shoe helps support. While this shoe hugs the waist and heel, there is freedom of tread, because the toes cannot get into cramped quarters.

We call this shoe, the Coward NEW Combination Last. Please ask for it by name.

SOLD NOWHERE ELSE
JAMES S. COWARD
364-274 Greenwich St., N. Y.
(NEAR WARREN STREET)
Mail Orders Filled | Send for Catalogue

Something New For Coughs.

Make It Yourself.

Until the discovery of the wonderful new drug product, Menthoxene, everybody had to rely on ordinary cough mixtures, usually composed of morphine, opium and the like, but now the most effective and popular cough syrup is made at home with essence menthoxene. Here is the formula:

Essence menthoxene... 2 1/2 Ozs.
Granulated sugar syrup... 1 1/2 Ozs.

Buy of your druggist, or have him order it from the wholesaler, two and one-half ounces of essence menthoxene; empty it into a pint bottle and fill up the bottle with granulated sugar syrup. To make the syrup, use a pint of sugar and a half pint of boiling water, stir it, let cool and mix it with the menthoxene.

This makes a fine curative laxative cough syrup superior to anything you can buy at four times the price. Take in teaspoonful doses 10 to 15 times daily. It loosens the tightest cough in an hour, and is fine for old people and for children, for they like to take it and take it by its tonic, cleansing, healing and laxative properties it prevents pneumonia, lung fever and other complications of colds.

There is no case too bad for it to overcome.

Let Us Send You on 10 Days' FREE TRIAL
This Beautiful Genuine Quartered Oak

China Closet

NO MONEY DOWN 50 CENTS A WEEK

It is not entirely satisfactory, return at our expense.

This China Closet is made from the very finest genuine quartered oak, polished, with hand-carved feet, 44 inches high, 22 inches wide and 22 inches deep. It has 12 drawers, 12 doors and 12 shelves. It is a real treasure house for your clothes and accessories. Regularly at \$45. Our price...

Call and Look Over Our Immense Assortment of China Closets, All Quoted at WHOLESALE FACTORY PRICES.

Kindly mention having seen this offer in The World Oct. 24. Mail Orders Filled Everywhere. Send Your Name and Address to

Empire Furniture Mfg. Co.

56 and 58 West 22d St., New York, N. Y.
Largest Makers of Furniture in the World.

Facts are what count.

Among people who know the facts there's no room for question about the substantial quality and food-value of

Campbell's SOUPS

Every one who ever tasted them knows they are strong, full-flavored and nourishing—made of prime fresh meats and poultry and the choicest vegetables that grow. And you only need try them once to know these facts yourself.

Your money back if you want it. What about that?

21 kinds 10c a can

Applesauce, Beef, Bouillon, Cakes, Chicken, Chicken Noodle, Corn, Cream of Tomato, Egg, Macaroni, Mutton, Oyster, Peas, Potato, Pumpkin, Tomato, Vegetable, Vermicelli, Tomato, Mock Turtle.

Just add hot water. Bring to a boil, and serve.

JOSEPH CAMPBELL COMPANY
Camden N. J.

Look for the red-and-white label

"Eight young men buying young men's clothing, are on this floor right now," remarked our merchandise man last Saturday, and such was the case. More young men every day are realizing the vast difference between Brill clothes made to fit young men and the usual small sized men's suit or overcoat. Young men's suits, \$10, \$12 and \$15. Overcoats \$15 and up.

Brill Brothers

BROADWAY at 49th St. 279 BROADWAY, near Chambers St.
47 CORTLANDT ST., near Greenwich. 125TH ST. at 3d Ave.
UNION SQUARE, 14th Street, West of Broadway.
Harlem Store Open Every Evening.

It makes no difference what you need—a World Want ad. will go get it.

ROSENBAUM & Co.

10 & 12 WEST 23RD STREET
ANNIVERSARY WEEK

Just One Year Ago We Succeeded One of the Leading Specialty Stores of New York. To mark this event, we have arranged Special Sales in all departments at

EXTRAORDINARY PRICES



Women's & Misses' Tailored Suits

Fancy Trimmed or Plain tailored handsome new models in mannish serge and fancy mixture; hand tailored; Skinner's satin lined. In black and the season's newest colorings. Extremely Smart Models. Complete assortment of sizes.

16.50 Value \$30.00

Fancy Trimmed Suits

20.00 25.00 29.50 35.00

Full Length Coats and Wraps

Reversible Motor Coats... 12.50, 15.00, 20.00
Black, Navy & Brown Serge Coats... 16.50, 22.50
Trimmed Black Broadcloth Coats... 20.00, 25.00

Afternoon & Evening Dresses

Hand Painted Chiffon Dresses... 16.50
Creme De Chine Dresses, Velvet Dresses
Charmeuse Dresses, Satin Dresses... Value \$25 to \$45
Creme Meteor Dresses, Serge Dresses...

Registered Trade Mark

Suits, Coats & Waists

New Arrivals. Styles in many cases adapted from French models.

Tailored Suits, \$28.50—Warm Woolen materials in staple colors and novelties. Lined with best Satin and Peau de Cygne. Ladies' and Misses' sizes.

Suits, \$40.00, 50.00, 75.00 and up—Dressy and smart man-tailored Suits made from fine imported suitings, copied from French models.

Coats, \$16.00—Of Plaid back and Double-faced Woolens, in Ladies' and Misses' sizes.

Coats, \$25.00, 35.00, 47.50—Warmth without weight materials—made in large comfortable Winter models.

Afternoon Coats, \$50.00, 75.00 & 150.00—Handsome garments suitable for street, afternoon or evening wear, of Velvet, Creme Meteor and Broadcloth. A number of French models are shown.

Silk Waists, \$5.00, 6.00 and 8.00—Attractive new styles in good quality of Silk in staple colors and novelties.

Chiffon Waists, \$10.75, 12.50, 15.00 & 25.00—Dressy Waists in models adapted from the French. Solid colors and combinations.

James McCutcheon & Co.
5th Ave. & 34th St., Opposite Waldorf-Astoria

IF you want your "business" to become the talk of the town, tell about it through a World "Want" Ad.

Don't Let Anyone Cheat You Out of Trying Odol

You are wronging yourself—robbing yourself of the only certain protection against the dangerous foes (germs, acids, ferments, etc.) which daily besiege the mouth and teeth—if you let any drug-store persuade you to take something "just as good" when you ask for Odol.

You have the word of the world-famous authorities on the care of the mouth and teeth that there is no other dentifrice, tooth or mouth wash which can preserve the teeth and safeguard the health of the mouth and throat in the effective, harmless and delightful way Odol does.

Surely the word of these disinterested men of science—men like Drs. Chas. Reese, Snow and Heurck—should be a safe guide as to what is best for your teeth.

Some druggists, perhaps, feel justified in arguing against Odol—they make a smaller profit on Odol, probably, than on any other dentifrices they sell—even when the other dentifrices are sold at a 25 per cent. to 33 per cent. cut in price.

The Fallacy of Cheapness

The only advantage other dentifrices can honestly claim over Odol is that they are, perhaps, cheaper (per bottle). But so is laundry soap cheaper than a high-grade toilet soap.

One might as well use plain water—which costs nothing at all—as use some of the dentifrices which sell at a "lower price." And one might as well use *flavored* or *perfumed* water as to depend upon some of the dentifrices whose strongest claim is their "deliciousness."

You will find it far cheaper—in the end—to pay the price of Odol than to run the risk of having bad teeth.

Far cheaper to pay the price of Odol than to leave the mouth, teeth and throat to the mercy of the dangerous germs and other impurities which defy ordinary dentifrices.

Remember that Odol is the only dentifrice which—in a harmless, delightful way—rids the mouth, throat, and teeth of all germs and other impurities, no matter where such foes happen to hide.

And the only dentifrice which, in addition to being immediately effective, keeps the whole mouth, including the teeth, surgically clean and the breath pure for hours after you use it.

Just a few drops of Odol in a little water accomplishes far more than the most lavish use of tooth pastes, creams, powder, etc.

Geo. Borgfeldt & Co., New York, Chicago, San Francisco

